Pathmark Stores Inc.

3 x 4 x 3 (7 shelf)

Marlboro	Marlboro	Marlboro
PM	PM	PM
PM	PM	PM
PM	RJR	RJR
NO FRILLS	LOR	RJR
PM	LOR	RJR
PM	LOR (7) BAT(6)	RJR
PM	BAT	BAT (6)RJR (4)
10 Rows	13 Rows	10 Rows

COMPANY	S O M %	TOTAL ROWS	% ROWS
RJR	17.30%	57	24.70%
P M	51.80%	106	
BAT	11.70%	25	
LOR	14.00%	33	
L&M	1.60%	0	
NO FRILLS	3.30%	10	
TOTALS	100.00%	231	

PM Rows Previous Planogram -128
PM Rows New Planogram- 126

RJ Reynolds Tobacco Company

Approved By :

Date :

Source: https://www.industrydocuments.ucsf.edu/docs/tpky0000

JIM KAZIOR ☎ 884-8242 12/19/95 12:13 PM 1/1

PLAN A PLAN - O - GRAM

SPECIFICATIONS

ROWS: *250*
CAPACITY: *1,254*
DATE: *Jan-96*
AUTHORIZED BY:

FOR: **PATHMARK**
3x4x3 7 SHELF

POG # 3 CHANGE EFF. 1/96

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	$ MONTH	$ YEAR
PHILIP MORRIS	52.4	128	669	53.3		
R.J. REYNOLDS	17.5	43√	215	17.1		
LORRILLARD	14.2	33	165	13.2		
B&W	11.7	33√	165	13.2		
NO FRILLS	2.5	10	50	3.98		
L&M	1.6	3	15	1.2		
TOTAL		250	1,254			

3	4	3
PM 10 ROWS 8 HIGH	PM 13 ROWS 8 HIGH	PM 10 ROWS 8 HIGH
PM 10 ROWS 5 HIGH	PM 13 ROWS 5 HIGH	PM 10 ROWS 5 HIGH
PM 10 ROWS 5 HIGH	PM 13 ROWS 5 HIGH	PM 10 ROWS 5 HIGH
NO FRILLS 10 ROWS 5 HIGH	L&M 13 ROWS 5 HIGH	PM 10 ROWS 5 HIGH
L&M 10 ROWS 5 HIGH	L&M 13 ROWS 5 HIGH	RJR 10 ROWS 5 HIGH
B&W 10 ROWS 5 HIGH	RJR 13 ROWS 5 HIGH	RJR 10 ROWS 5 HIGH
B&W 10 ROWS 5 HIGH	B&W 10 13 ROWS 5 HIGH L&M 3	RJR 10 ROWS 5 HIGH

Source: https://www.industrydocuments.ucsf.edu/docs/tpky0000

51846 5061

PATHMARK STORES

3 x 5 x 3 (7 SHELF)

MARLBORO	MARLBORO	MARLBORO
PM	PM	PM
PM	PM	PM
PM	RJR	RJR
NO FRILLS	LOR	RJR
PM	LOR	RJR
PM	LOR (3) BAT (14)	RJR
PM	PM (10)BAT (7)	BAT(3)RJR(7)
10 ROWS	17 ROWS	10 ROWS

COMPANY	S O M %	TOTAL ROWS	% OF ROWS
RJR	17.30%	64	24.7
P M	51.80%	124	
BAT	11.70%	24	
LOR	14.00%	37	
L&M	1.60%	0	
NO FRILLS	3.30%	10	
TOTALS	17.30%	259	

PM Rows Previous Planogram- 143
PM Rows New Planogram- 146

RJ Reynolds Tobacco Company

Approved By :

Date :

1/11/96

Source: https://www.industrydocuments.ucsf.edu/docs/tpky0000

PLAN A PLAN - O - GRAM

51846 5062

SPECIFICATIONS

ROWS:	*281*	***FOR:***	**PATHMARK**
CAPACITY:	*1,406*		**3x5x3 7 SHELF**
DATE:	*Apr-95*		
AUTHORIZED BY:		***POG # 1***	CHANGE EFF. 1/96

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	$ MONTH	$ YEAR
PHILIP MORRIS	52.4	143	716	50.9		
RJ. REYNOLDS	17.5	47 ✓	235	16.7		
LORRILLARD	14.2	37 ✓	185	13.1		
B&W	11.7	34 ✓	170	12.1		
NO FRILLS	2.5	10	50	3.5		
L&H	1.6	10 ✓	50	3.5		
TOTAL		281	1,406			

3	5	3
PM 10 ROWS 8 HIGH	PM 17 ROWS 8 HIGH	PM 10 ROWS 8 HIGH
PM 10 ROWS 5 HIGH	PM 17 ROWS 5 HIGH	PM 10 ROWS 5 HIGH
PM 10 ROWS 5 HIGH	PM 17 ROWS 5 HIGH	PM 10 ROWS 5 HIGH
NO FRILLS 10 ROWS 5 HIGH	LOR 17 ROWS 5 HIGH	RJR 10 ROWS 5 HIGH
PM 10 ROWS 5 HIGH	LOR 17 ROWS 5 HIGH	RJR 10 ROWS 5 HIGH
LOR B&W 3 ROWS 7 ROWS 5 HIGH	RJR 17 ROWS 5 HIGH	RJR 10 ROWS 5 HIGH
B&W 10 ROWS 5 HIGH	B&W 17 ROWS 5 HIGH	L&M 10 ROWS 5 HIGH

Source: https://www.industrydocuments.ucsf.edu/docs/tpky0000

PATHMARK STORES

4 x 4 x 4 x 4 (4 SHELF)

PM	PM	PM	PM
NO FRILLS	RJR	RJR	RJR
PM	RJR	LOR	BAT
PM	PM	LOR	BAT
12 ROWS	12 ROWS	12 ROWS	12 ROWS

COMPANY	S O M %	TOTAL ROWS	% OF ROWS
RJR	17.40%	48	25.0
P M	52.40%	84	
BAT	11.70%	24	
LOR	14.20%	24	
L&M	1.60%	0	
NO FRILLS	2.50%	12	
TOTALS	1.00%	192	

PM Rows Previous Planogram 105.6
PM Rows New Planogam- 122

RJ Reynolds Tobacco Company

Approved By :

Date :

Source: https://www.industrydocuments.ucsf.edu/docs/tpky0000

PLAN A PLAN - O- GRAM

51846 5064

SPECIFICATIONS

ROWS: 192
CAPACITY: 960
DATE: Jan-96
AUTHORIZED BY:

FOR: PATHMARK
4X4X4X4 4 SHELF
POG #2

MARLBORO
EWING
MILLVILLE
BRISTOL

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	$ MONTH		$ YEAR
PHILIP MORRIS	52.4	105.6	528	55%			
RJ. REYNOLDS	17.5	36	144	15%			
LORRILLARD	14.2	32 J	128	13%			
B&W	11.7	28 J	112	12%			
NO FRILLS	2.5	12	48	5%			
L&M	1.6	0	0	0%			
TOTAL		192	960				

4FT	4FT	4FT	4FT
PM 12 ROWS 8 HIGH	PM 12 ROWS 8 HIGH	PM 12 ROWS 8 HIGH	PM 12 ROWS 8 HIGH
NO FRILLS 12 ROWS 4 HIGH	PM 12 ROWS 4 HIGH	PM 12 ROWS 4 HIGH	PM 12 ROWS 4 HIGH
LOR 12 ROWS 4 HIGH	LOR B&W 8 ROWS 4 ROWS 4 HIGH	RJR 12 ROWS 4 HIGH	RJR 12 ROWS 4 HIGH
LOR 12 ROWS 4 HIGH	B&W 12 ROWS 4 HIGH	B&W 12 ROWS 4 HIGH	RJR 12 ROWS 4 HIGH

Source: https://www.industrydocuments.ucsf.edu/docs/tpky0000